

Regular Meeting

Agenda Item #	3
Meeting Date	14 February 2005
Prepared By	Sara Anne Daines HCD Director
Approved By	Barbara B. Matthews City Manager

Discussion Item	Resolution approving elements of the Gateway and Wayfinding Sign System
Background	<p>Council is asked to adopt a resolution approving certain elements of the Gateway Wayfinding Sign System project as discussed during its February 7 worksession. If approved, the resolution will allow staff to finalize the design of the following sign types and proceed with the bidding of certain signs. Each of the sign panels, as noted during the worksession, has been reduced in size by roughly 10%. The original arts and crafts style posts have been eliminated for all but the primary gateway sign, area identification sign and pedestrian kiosk. A simple solid square post was approved for the mounting of the remaining signs.</p> <p>Approved Sign Types</p> <ul style="list-style-type: none"> • Primary Gateway Sign • Secondary Gateway Sign • Historic District Sign • Area Identification Sign • Pedestrian Kiosk • Historic Marker • Interpretive Panel • Gardens Marker • Pageantry Banners <p>The resolution notes that the following design elements remain unresolved and are to be considered by the Council at a later date with input from the advisory committee. The Council will not be asked to take any action on these items at the February 14 worksession.</p> <p>Unresolved Design Issues</p> <ul style="list-style-type: none"> • Color of the Sign Panels • Vehicular Directional Signage • Tertiary Gateway Signs <p>Adoption of the resolution will authorize staff to proceed with the bidding process and to encumber the balance of available grant funds. The signs to be bid include the primary gateway signs (1), the area identification signs (1), pedestrian kiosk(1) and the historic marker (2). The bid package will include, as alternatives, one additional gateway sign, area identification sign and pedestrian kiosk and five (5) tertiary gateway signs, the design of which is not yet finalized and would have to be approved by the Council prior to their purchase. The bids are to be considered by</p>
Background	

continued	the Council during the February 22 worksession with the contract submitted for approval the following week.
Policy	“Focus on proactive initiatives to maintain the economic vitality of Takoma Park’s commercial districts, encourage smart growth development, support transportation enhancements, and increase the local property tax base, while maintaining the character of the community.”
Fiscal Impact	<p>Funding Source</p> <ul style="list-style-type: none"> • State Revitalization Grant: \$ 60,000 <p>Project Budget</p> <ul style="list-style-type: none"> • Design and Engineering: \$ 42,280 • Implementation: <u>17,720</u> • Total Budget Phase I: \$ 60,000
Attachments	<ul style="list-style-type: none"> • Resolution approving elements of the Gateway Wayfinding Sign System • Final Design Proposals for approved sign types
Recommendation	To approve the accompanying resolution

Introduced by:

Resolution #2005 –

**A RESOLUTION APPROVING SELECT ELEMENTS OF
THE GATEWAY WAYFINDING SIGN SYSTEM**

WHEREAS, the Gateway and Wayfinding Sign System, identified as a Council Goal in FY03 and FY04, is included in the City's approved FY05 budget; and

WHEREAS, the Council unanimously approved by Resolution #2004-04 on January 12, 2004, the allocation of state grant funds for the design, engineering and installation of the first phase of the proposed project; and

WHEREAS, the Council unanimously approved by Resolution #2004-11 on May 10, 2004, a budget of \$60,000 for the design and engineering of the proposed system and the installation of approved signage; and

WHEREAS, an advisory committee was established to assist in the development of the proposed system with representation from community based organizations and committees such as the Old Takoma Business Association, Takoma/Langley Crossroads Development Authority, Arts and Humanities Commission, Facade Advisory Board, and Historic Takoma, Inc. included as members; and

WHEREAS, community input was solicited throughout this project with information provided at a public forum and included on the City's website, in the City's newsletter, in local newspapers, and through the use of email; and

WHEREAS, consensus has been reached on the overall design of the following sign types, primary gateway signs, secondary gateway signs, historic district signs, area identification signs, pedestrian kiosk, historic markers, interpretive panels, garden markers and pageantry banners; and

WHEREAS, there remain four outstanding design issues - the background color(s) of the sign panels, the size and height of the vehicular directional sign, the size of the tertiary gateway sign panel and the logo design- which must be resolved prior to the finalization of the entire sign system; and

WHEREAS, the Council did review, on February 7, 2005, revised designs for the aforementioned signs types and reached consensus on the design of all but the vehicular directional signs and the tertiary gateway signs; and

WHEREAS, the advisory committee has been asked to present recommendations regarding the color of the sign panels and the size of the tertiary gateway signs, and to assist in the development of a revised design for the vehicular directional signage, for Council consideration at a later date; and

WHEREAS, the Arts and Humanities Commission has been requested to review the logos considered for use with the Gateway Wayfinding Sign System and present its recommendation for the City logo, for Council consideration.

NOW, THEREFORE, BE IT RESOLVED BY THE COUNCIL OF THE CITY OF TAKOMA PARK, MARYLAND

SECTION 1. The design of the following sign types is approved with the condition that the color of the sign panels and the logo are to be finalized by the Council at a later date:

- primary gateway signs;
- secondary gateway signs;
- historic district signs;
- area identification signs;
- pedestrian kiosk;
- historic marker;
- historic interpretive panel;
- garden marker; and
- pageantry banners.

SECTION 2. The City Manager is hereby authorized to proceed with the solicitation of bids for the fabrication and installation of one or more of the primary gateway signs, area identification signs, pedestrian kiosks, and historic markers.

Adopted this ____ day of _____ 2005

ATTEST:

Catherine E. Waters, CMC
City Clerk



SIGN TYPE A.1 - PRIMARY GATEWAY



SIGN TYPE A.2 - SECONDARY GATEWAY



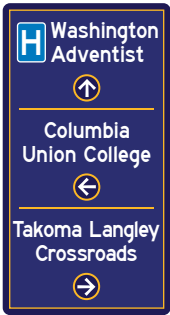
SIGN TYPE A.3 - TERTIARY GATEWAY



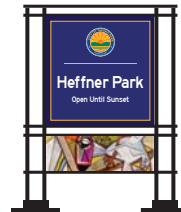
SIGN TYPE A.4 - TERTIARY GATEWAY



SIGN TYPE A.5 - HISTORIC DISTRICT



SIGN TYPE B.1 - VEHICULAR DIRECTIONAL



SIGN TYPE C - AREA IDENTIFICATION



SIGN TYPE D - PEDESTRIAN KIOSK



SIGN TYPE E - HISTORIC MARKER



SIGN TYPE F - INTERPRETIVE PANEL



SIGN TYPE G - GARDENS MARKER



SIGN TYPE H - PAGEANTRY BANNERS

PROJECT <div>City of Takoma Park Wayfinding System</div> <div>Takoma Park, Maryland</div>	TITLE <div>Sign Vocabulary</div>	PHASE DD	PROJECT NO. 9695.00	SCALE 1/4” = 1’-0”	DATE 2.1.05	Gallagher & Associates <div>7735 Old Georgetown Road, Bethesda, MD 20814 301.656.7575 ph 301.656.5455 fax</div>
		DESIGN BY CH	DRAWN BY MT	SHEET 2.00		